

# VISTA Assignment Description (VAD)

**Title:** Woman to Woman Pregnancy Resource Volunteer Recruitment and Development VISTA

**Sponsoring Organization:** Chisholm Trail RSVP

**Project Name:** AmeriCorps VISTA North Texas

**Project Number:** 13VSWTX015

**Project Period:** 11/30/2014 - 08/20/2016

**Site Name (if applicable):** Woman to Woman Pregnancy Resource Center

**Focus Area(s)**

**Primary:** Healthy Futures

**Secondary:**

## VISTA Assignment Objectives and Member Activities

**Goal of the Project:** The Volunteer Recruitment and Resource Development VISTA at Woman to Woman Pregnancy Resource Center will enhance the current volunteer program to increase awareness of the agency's programs offered to the women and families of Denton County, Texas. Within 3 years, the VISTA will increase capacity by improving the volunteer program through recruitment and training of 100 volunteers. The VISTA will create strategies to retain current volunteers, refine volunteer education and training, develop marketing strategies and increase community outreach. Through the efforts of the recruited volunteers, the cycle of poverty will be broken by providing essential education and free medical care to uninsured and economically disadvantaged women.

### **Objective of the Assignment (Period of Performance: 08/10/2015-08/12/2016)**

The VISTA member will expand and enhance the volunteer program through the evaluation and revising of existing policies and procedures and the development of a volunteer training manual.

**Member Activity:** Evaluate current volunteer positions including job descriptions, policies and procedures. Interview and/or shadow current volunteers to gain a full understanding of their volunteer assignment and procedures for accomplishing their tasks.

**Member Activity:** Review the agency's policies and procedure manual as it applies to volunteers and volunteer activities. Use the information gleaned from the evaluations conducted for each volunteer position to update the current volunteer policies and procedures.

**Member Activity:** Using the information gathered from volunteer interviews and shadowing, update current volunteer job descriptions. Work with the site supervisor to write volunteer job descriptions for all new and missing volunteer activities.

**Member Activity:** Create a volunteer training manual that is standardized with other agency policy manuals to include volunteer job descriptions, policies and procedures. Work with the site supervisor to determine what other information needs to be included in the training manual.

## **Objective of the Assignment (Period of Performance: 08/10/2015-08/12/2016)**

The VISTA member will develop areas to cultivate relationships with volunteers to ensure retention and growth of the agency's programs through various communication efforts.

**Member Activity:** Improve strategies for volunteer recognition and retention efforts. Determine the current strategies employed for volunteer recognition and retention. Interview volunteers to learn why they volunteer at Woman to Woman Pregnancy Resource Center and what keeps them invested in the agency.

**Member Activity:** Develop strategies to communicate the agency's volunteer needs and mobilize volunteers into those needs. Determine how the agency currently communicates with the volunteers. Survey the current volunteers to learn the most effective methods of communication. Implement new communication tools as determined through the research conducted.

**Member Activity:** Assist with publication of monthly newsletter promoting volunteer activities and opportunities. Develop tools to ensure the newsletter is distributed to as many community stakeholders as possible, i.e. social media, blogs, hard copy, email, etc.

**Member Activity:** Develop a marketing plan, such as a content calendar, to include all forms of communication to the volunteers and public at large, to include social media and printed marketing materials.

## **Objective of the Assignment (Period of Performance: 08/10/2015-08/12/2016)**

The VISTA member will develop a volunteer management system to track volunteer activities and hours of service. The system created will need to have measures in place that will maintain confidentiality and security of volunteer records.

**Member Activity:** Research existing volunteer management systems and determine the best fit for the agency's needs. Work with the site supervisor to learn the volunteer management system currently in place and determine what the agency needs in order to track volunteers and their activities. Volunteer activities and hours will be used to satisfy reporting requests from funders and community stakeholders.

**Member Activity:** Create a database to include the volunteers' contact information, activities, hours of service, other volunteer interests and any other pertinent information as determined by the agency. Develop a training manual for the volunteer database to ensure that future volunteers and staff can maintain the database.

**Member Activity:** Develop a system for volunteers to track their service time. For example, develop timesheets or a computer log in system to keep an accurate log of volunteer hours. Write the procedure for tracking volunteer service activities and time to be included in the volunteer training manual.

**Member Activity:** Train current volunteers and staff on the use of the new tracking system.

**Member Activity:** Recruit and train a volunteer to assist with the maintenance of the new volunteer database.

## **Objective of the Assignment (Period of Performance: 08/10/2015-08/12/2016)**

Increase awareness of the agency's mission and market volunteer opportunities within the service area by growing current and establishing new relationships with community groups and businesses with a goal of recruiting 35 new volunteers each year of the project.

**Member Activity:** Determine current community partners and supporters in the service area. Survey current volunteers and partners on how they learned about the agency and what motivates them to serve or support the agency.

**Member Activity:** Identify potential community supporters who will increase visibility and awareness of the agency's mission, events and programs in order to recruit volunteers.

**Member Activity:** Develop a campaign for community outreach to educate community organizations and businesses and develop new partnerships with the goal of recruiting new volunteers and donors.

**Member Activity:** Develop a Speaker's Bureau program. Work with the site supervisor to develop a Speaker's Bureau to help with community outreach. Recruit and train volunteers to act as liaisons for the agency.

**Member Activity:** Determine the volunteer needs throughout the agency. Learn where and how many volunteers are needed to ensure the agency runs effectively and every agency event and fundraiser is adequately staffed. Recruit new volunteers through community outreach events and opportunities to fulfill all agency volunteer needs.

**Member Activity:** Research and use free advertising opportunities for volunteer recruitment.

**Member Activity:** Develop volunteer screening tool to match new volunteers with assigned activities. Determine through research the best volunteer screening tool to use that will meet the agency's needs.

**Member Activity:** Become familiar with the current volunteer training program. Make changes to the training where necessary. Implement guest speakers and workshops to enhance the volunteers' experience or to teach volunteers new skills that can be applied to their assignments.